Southern California Active Transportation
Safety and Encouragement Campaign

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Our Region

- Nation's largest Metropolitan Planning Organization (MPO)
- Governed by a Regional Council of 86 elected officials

**SCAG Facts**

- 6 COUNTIES
- 48.1% STATE POPULATION
- 191 CITIES
- 5.8% U.S. POPULATION
- 19.1 MILLION RESIDENTS
- 15th LARGEST ECONOMY IN THE WORLD
- 38,618 SQUARE MILES
Campaign Goals

- Reduce collisions, create safer streets
- Increase rates of active transportation
- Reduce greenhouse gases
- Improve public health
- Support ATP and other active transportation investments
- Change the reputation of the region
What is Go Human? It’s a 3 piece set.

Advertising Campaign

Open Streets & Demonstration Projects

Toolbox and Trainings
What are Pop-Up Safety Demonstrations?
What about Pop-Ups for SRTS efforts?
What about for SRTS efforts?
Why are Pop-Up Safety Demonstrations helpful?

- Test innovative concepts in real time with real conditions
- Transform renderings into experiences
- Build stakeholder support
- Maximize outreach
- Increase active transportation interest and champions
- Use feedback to strengthen funding applications
- Impact political will or contribute to cultural shifts
- Plant seeds for related programming opportunities
Local Community Engagement – Call for Projects

• Effort to improve traffic safety at the local level, funded through the Office of Traffic Safety
• Identified & funded 21 projects
Using Feedback to Strengthen Funding Applications

“Please make it livable, walkable, and accessible to all folks.”

“Thank you! Make biking safer.”

“I love today. It’s awesome. We should have this more often.”

“Looking forward to all the changes it’s going to bring to the neighborhood.”

“Love to see the community come together and seeing families and kids having fun.”

“Looking forward to the finished product.”

“More bike lanes!”

98% of survey respondents supported their local governments’ plans to make the temporary improvements permanent.

96% of survey respondents said that the temporary safety improvements made the streets feel safer and more inviting to use.
El Centro, Imperial County

What’s the point? Build political and community will.

Go Human hosted a demonstration project along 8th Street to showcase what potential changes could look like. Now, they’re permanent.
Muscoy sidewalks for safety

Community Engagement
in Safe Routes to School
Temporary Demonstration project planning
Partners of Muscoy Sidewalks for Safety:
Vermont Parents in Action Soar IE, Community Coalition for Change,
Assemblymember Eloise Gomez Reyes &
Safe Routes National Partnership
Muscoy at a Glance....

Muscoy is unincorporated area of San Bernardino that has a CalEnviroScreen pollution burden profile of 96-100%, is under resourced, and the population is 82 percent Latinx.
Project overview

Muscoy and Vermont Elementary

- 3 project elements for temporary SRTS demonstration
- Community engagement event for feedback
- Feedback for ATP application

- 40 volunteers (plus 10 staff) = 50 people working to create project!
- Nearly 100 attended the event throughout the day to provide input!
Project elements: Crosswalks
Project elements: Bulb-outs
Project elements: Bus Shelters
Event Day!
We did not get the funding for the infrastructure!
Lessons learned

• Infrastructure is just one piece

• Demos help facilitate building new champs

• ID bias and barriers in funding cycles
What we gained....

• SRTS Non-IF Program to Vermont Elementary, 2019-2020

• AB 617 integration & connecting environmental justice issues: how do we reduce carbon emission in our communities?
Next Steps

• Connecting to drug & alcohol prevention programs & awareness

• Community leaders!

• Future applications
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A conversation with Muscoy leaders
Rosa Loera
Angela Loera
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